



Program Director  
Brenda Gainer, PhD



# Masters Certificate in Marketing Communications Leadership

## Find Out More Today!

Visit [seec.online/11379](http://seec.online/11379)

1. Watch a brief **video introduction** by Program Director Brenda Gainer.
2. Join Brenda for a **free 1-hour online information session**. Once you register, you will be sent your login details.
3. For **program content related questions**, ask Brenda directly:  
Tel: 416.736.5079  
Toll free: 1.800.667.9380  
e-mail: [bgainer@schulich.yorku.ca](mailto:bgainer@schulich.yorku.ca)

## Participant Profile

The program is directed at **strategic decision-makers with five to seven years of experience in marketing communications**, and non-marketing executives taking on expanded marketing roles. Past participants have included:

- Vice-presidents and Directors of Marketing
- Marketing Managers and Communications Specialists
- National, regional and global Business Managers
- Brand, Category and Product Managers
- Advertising and Creative managers

## Unique Program Features and Benefits

- Prepares you to drive growth, increase market share, and maximize ROI with a complete MarCom leadership perspective
- Receive university-level training with 11 world-class instructors at the leading edge of the marketing communications industry
- ROI-centred to teach you strategies that will contribute meaningfully to your bottom line
- Focused on emerging MarCom issues, including digital & social media
- Limited class size that allows peer-to-peer learning and networking
- Allows you to immediately apply learning to current marketing challenges between modules
- Interactive case study with introduction by, and presentation to, senior leaders from the actual study site

## Green Program!

Participants will receive all program learning materials electronically, and are asked to bring a suitable tablet or laptop PC to class. Alternative arrangements are available upon request.

## Registration Details

### Program Dates

Sep. 27 - Dec. 8, 2017 (11 days over 3 months)

### Program Location & Time

The Miles S. Nadal Management Centre,  
222 Bay St., 5th Floor, Ernst & Young  
Tower, Toronto, Ontario M5K 1K2

**Sessions run:** 9:00 a.m. - 4:30 p.m.

**Special Evening Session:** Please note that on Day 2 (Sep. 28), class will run from 9 am to 8 pm (includes lunch and dinner).

### Masters Certificate Program Fee:

\$9,850 CDN + applicable taxes

AMA members receive a 10% discount:

\$8,865 CDN + applicable taxes

- Fee includes program tuition, teaching materials, lunches and refreshments.
- A deposit of \$1,000 CDN is required to secure your place in the program.
- Full program fee is payable prior to the first class.
- Schulich Executive Education Centre's liability is limited to reimbursement of paid tuition fee.
- Contact us about multiple registration discounts from one organization, or a convenient tuition payment plan.
- Modules, speakers, topics, dates, fees, and locations are subject to change.

### Optional Accommodations

Participants receive a special corporate rate at the Fairmont Royal York Hotel.

For details please visit the **Contact and Locations** section of our website.

### Administrative Inquiries

Tel: 416.736.5079

Toll Free: 1.800.667.9380

Fax: 416.736.5689

e-mail: [execedinfo@schulich.yorku.ca](mailto:execedinfo@schulich.yorku.ca)



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To reserve your spot  
visit us online today:  
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UPCOMING PROGRAM DATES

Sep. 27 - Dec. 8, 2017

- 11 days over 3 months
- Hosted in 4 convenient class modules

# Masters Certificate in Marketing Communications Leadership

Navigate complex MarCom challenges.

## Program participants will:

Drive growth, increase market share, and maximize ROI with a complete MarCom leadership perspective.

Gain new insights into the latest trends, innovative strategies and best practices in the rapidly changing field of marketing communications.

Strategically and effectively integrate new digital and social media channels into the marketing communications mix.



Endorsed by

 **ama**toronto  
AMERICAN MARKETING ASSOCIATION



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School of Business  
Executive Education Centre

**YORK**  
UNIVERSITÉ  
UNIVERSITY 

# Prepare for ongoing success in the fast-paced and competitive industry of marketing communications with the following...

## Cutting-edge Skills and Knowledge

The field of marketing communications is changing rapidly. From new digital media channels, evolving branding imperatives and shifting sponsorship landscapes to advanced analytics and enhanced standards of corporate social responsibility – the degree of complexity can be dizzying. SEEC's *Masters Certificate in Marketing Communications Leadership* has been carefully designed to **give you the broad skill-set you need to navigate effectively in today's MarCom environment and consistently deliver superior ROI for all your projects.**

## Industry Insights From Top Practitioners

Participants gain a comprehensive industry overview and understanding from **interacting with industry leaders at the top of their game.** This prestigious Masters Certificate is taught not by just one or two top instructors, but by **an incredible range of current MarCom leaders and educators who want you to succeed.** This amplifies your learning experience by expanding your professional network, exposing you to insider best practices and helping you to **develop your own advanced industry perspectives.**

## Advanced Leadership Acumen

Because strong and capable leadership is critical to achieving marketing communications success, **we devote significant time to enhancing MarCom professionals' ability to lead within their organization.** In addition to people leadership, this includes integrated marketing communications plan development, problem reframing for better creative solutions, and implementing customer-centric operations. Advanced skills in tandem with powerful leadership abilities **ensures you not only understand MarCom best practices, but can effectively implement them.**



## Renewed Confidence

Many program graduates have expressed that they leave with a **transformed understanding of their abilities and capabilities,** both professional and personal. Successful completion of this university-managed program attests to peers and employers alike that they are dealing with a **well-equipped, skilful professional who can make a meaningful contribution and deliver improved results.**

# Masters Certificate in Marketing Communications Leadership

The *Masters Certificate in Marketing Communications Leadership* has been designed to help marketing and non-marketing executives alike **succeed in the rapidly shifting realities of today's MarCom environment.**

This university level program is endorsed by the American Marketing Association, Toronto Chapter, and **confers all the cutting edge skills and tools needed** to drive growth, increase market share and maximize return on investment for MarCom projects.

Designed to accommodate the busy lives of professionals, the program is **delivered in short, convenient learning sessions** which feature 14 critical areas of MarCom focus in just 11 days and one evening over three months.

## An experiential education in more ways than one...

Participants enjoy a rare opportunity to **learn through a case study involving an actual marketing communications issue at an outstanding Canadian company.** Executives from the organization introduce the issue at the beginning of the program, and students synthesize and apply the course learnings to make recommendations to the company executives at the end.

This year, students will also learn the fundamentals of what it takes to be **an analytically-driven marketer through an immersive experience at the campus of a major international business consulting firm.** Exposure to state-of-the art visualization capabilities will bring the topic to life and help participants better understand how communication vehicles and messages impact business performance and brand value.

## Next steps...

Get the whole picture by previewing detailed program content and faculty bios online, and then reserve your spot. **Position your organization and your career for ongoing MarCom success!**

## ■ Overview of Course Modules

Module 1 • September 27 - 29, 2017

### Meeting the New MarCom Challenges

Session 1

The New Reality for the MarCom Leader

Session 2

Building and Managing External and Internal Brands

Session 3

Building Better Sponsorship Programs

Session 4

Introduction to the Case Site and Learning Assignment\*

Session 5

The "New School" of Communications: Where Does Public Relations Fit In?

Module 2 • October 18 - 20, 2017

### Cutting Edge Approaches for Success

Session 6

Developing an Integrated MarCom Plan

Session 7

MarCom and the New World of Analytics: Where Art Meets Science

Session 8

Leadership for MarCom

Module 3 • November 8 - 10, 2017

### Developing Skills for Maximum Effectiveness

Session 9

Corporate Social Responsibility and Marketing

Session 10

Legal Issues in MarCom

Session 11

Thinking Skills for a Turbulent World: The Art of Framing and Reframing

Session 12

Digital Media and MarCom

Module 4 • December 7 - 8, 2017

### Integration for High Performance

Session 13

Making Your Organization Customer Centric

Session 14

The Creative Perspective

Session 15

Project Presentations, Analysis and Panel Discussion

\* Special Evening Session: Please note that on Day 2 (September 28), class will run from 9 a.m. to 8 p.m. (lunch and dinner are included).

Participants will complete an online reflective and applied exercise between Session 3 and 4 that is designed to synthesize their understanding of course concepts and skills before graduation.

Preview detailed program content and faculty bios:  
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See detailed program content & register